

**What is claimed is:**

1. A floor mat comprising:  
a base portion underlayer having an area configured to receive a tacky insert;  
and

a non-tacky layer configured to be received in said base portion underlayer  
and having a cut-out area;

wherein said base portion underlayer and said non-tacky layer form a recess  
configured to receive said tacky insert, said tacky insert comprising at least one layer  
having a remove tab for removing said layer from said recess; and

wherein said non-tacky layer covers said remove tab when said tacky insert  
is received within said recess during a normal use of said floor mat, and at least a  
section of said non-tacky layer is separable from said base portion underlayer to  
expose said remove tab.

2. The floor mat of claim 1, wherein said non-tacky layer has separable  
fasteners for securing said section to said base portion underlayer.

3. The floor mat of claim 2, wherein said separable fasteners are snap  
fasteners.

4. The floor mat of claim 2, wherein said separable fasteners are hook-  
and-loop fasteners.

5. The floor mat of claim 1, wherein said base portion underlayer has a  
raised border.

6. The floor mat of claim 5, wherein said raised border is in the form of  
a cove molding.

7. The floor mat of claim 1, wherein said base portion underlayer has  
alignment protrusions for aligning said tacky insert within said base portion

underlayer, said tacky-insert having notches spaced so as to correspond to said alignment protrusions.

8. The floor mat of claim 1, wherein said remove tab is one of a plurality of remove tabs arranged in graduated layers.

9. A floor mat comprising:  
a base portion underlayer having an area configured to receive a tacky insert;  
and  
a non-tacky layer joined to said base portion underlayer;  
wherein said base portion underlayer and said non-tacky layer are substantially co-extensive and at least a section of said non-tacky layer is separable from said base portion underlayer; and  
wherein said separable section has a cut-out area with edges configured to frame a top surface area of said tacky insert, and said cut-out area is sized to be smaller than said top surface area.

10. The floor mat of claim 9, wherein said separable section has separable fasteners for connecting to said base portion underlayer.

11. The floor mat according to claim 9, wherein said area configured to receive a tacky insert has a background layer with at least one of a pre-selected pattern and color grain.

12. A tacky insert configured to be received within a recess of a floor mat comprising a base portion underlayer and a non-tacky layer, said tacky insert comprising at least one layer of a flexible material having a tacky surface.

13. The tacky insert of claim 12, wherein said tacky insert has at least one of a pre-selected pattern and color grain.

14. The tacky insert of claim 12, wherein said tacky insert is transparent.

15. The tacky insert of claim 12, wherein said tacky insert has apertures for receiving anti-slip components of said base portion underlayer.
16. The tacky insert of claim 15, wherein said apertures are configured to receive nodular anti-slip components.
17. The tacky insert of claim 12, wherein a surface of said insert comprises an adhesive interspersed with an integral anti-slip material.
18. The tacky insert of claim 12, wherein said tacky insert has an adhesive undersurface for securing said tacky insert to said base portion underlayer, and a release layer for covering said adhesive undersurface.
19. The tacky insert of claim 16, wherein said release layer comprises at least two sections.
20. The tacky insert of claim 18, wherein said adhesive undersurface comprises at least two adhesive strips and at least a portion of an undersurface of said tacky insert bearing said strips is not adhesive.
21. The tacky insert of claim 12, wherein said tacky insert has notches spaced so as to correspond to alignment protrusions of said base portion underlayer, for aligning said tacky insert within said base portion underlayer.
22. The tacky insert of claim 12, wherein said tacky insert comprises a plurality of separable layers.
23. The tacky insert of claim 22, wherein each of said layers has a remove tab for separating it from others of said layers.
24. The tacky insert of claim 23, wherein said remove tabs are numbered.

25. The tacky insert of claim 22, wherein each of said plurality of layers comprises an adhesive layer and a film layer.

26. The tacky insert of claim 22, wherein top and base layers of said plurality comprise respective release layers.

27. The tacky insert of claim 22, wherein a base layer of said layers has at least one of a pre-selected pattern and color grain.

28. A method for manufacturing a tacky insert of a floor mat, said floor mat comprising a base portion with a recess configured to receive said tacky insert, said method comprising the steps of:

forming an upper adhesive layer on a film, the resulting film with an upper adhesive layer constituting a standard layer material for layers of said tacky insert;

forming a top layer material of a top layer of said insert by laminating a portion of said standard layer material with a top layer release film;

forming a base layer material of a base layer of said insert by forming a base adhesive layer on a portion of said standard layer material and laminating said base adhesive layer with a base layer release film;

feeding said top layer material, a plurality of layers of said standard layer material, and said base layer material via individual rollers to a laminator;

laminating said top layer material, at least one layer of said standard material, and said base layer material together to form a multi-layer web; and

cutting at least one tacky insert from said multi-layer web with a rotary die cutter.

29. A method for manufacturing a tacky insert of a floor mat, said floor mat comprising a base portion with a recess configured to receive said tacky insert, said method comprising the steps of:

forming an upper adhesive layer on a film, the resulting film with an upper adhesive layer constituting a standard layer material for layers of said tacky insert;

forming a top layer material of a top layer of said insert by laminating a portion of said standard layer material with a top layer release film;

forming a base layer material of a base layer of said insert by forming a base adhesive layer on a portion of said standard layer material and laminating said base adhesive layer with a base layer release film;

feeding said top layer material to a top layer rotary die cutter and cutting out a top layer insert shape for said insert therefrom;

feeding said standard layer material to a standard layer rotary die cutter and successively cutting out a plurality of standard layer insert shapes for said insert therefrom;

feeding said base layer material to a base layer rotary die cutter and cutting out a base layer insert shape for said insert therefrom; and

laminating said top layer insert shape, plurality of standard layer insert shapes, and said base layer insert shape together to form a tacky insert.

30. A method for manufacturing a tacky insert of a floor mat, said floor mat comprising a base portion with a recess configured to receive said tacky insert, said method comprising the steps of:

forming an upper adhesive layer on a film, the resulting film with an upper adhesive layer constituting a standard layer material for layers of said tacky insert;

forming a top layer material of a top layer of said insert by laminating a portion of said standard layer material with a top layer release film;

forming a base layer material of a base layer of said insert by forming a base adhesive layer on a portion of said standard layer material and laminating said base adhesive layer with a base layer release film;

feeding said top layer material to a top layer rotary die cutter and cutting out a top layer insert shape for said insert therefrom;

feeding each of a plurality of layers of said standard layer material to a respective rotary die cutter of a corresponding plurality of standard layer rotary die cutters, and cutting out a corresponding plurality of standard layer insert shapes for said insert therefrom;

feeding said base layer material to a base layer rotary die cutter and cutting out a base layer insert shape for said insert therefrom; and

laminating said top layer insert shape, plurality of standard layer insert shapes, and said base layer insert shape together to form a tacky insert.

09935672-082401

31. An apparatus for manufacturing a tacky insert of a floor mat, said floor mat comprising a base portion with a recess configured to receive said tacky insert, comprising:

at least one of a reverse roll coater and a gravure coater for forming an upper adhesive layer on a film, the resulting film with an upper adhesive layer constituting a standard layer material for layers of said tacky insert;

a laminator for forming a top layer material of a top layer of said insert by laminating a portion of said standard layer material with a top layer release film;

a laminator and at least one of a reverse roll coater and a gravure coater for forming a base layer adhesive material of a base layer of said insert by forming a base adhesive layer on a portion of said standard layer material and laminating said base adhesive layer with a base layer release film;

rollers for feeding said top layer material, a plurality of layers of said standard layer material, and said base layer material via individual rollers to a laminator;

a laminator for laminating said top layer material, at least one layer of said standard material, and said base layer material together to form a multi-layer web; and

a rotary die cutter for cutting at least one tacky insert from said multi-layer web.

32. An apparatus for manufacturing a tacky insert of a floor mat, said floor mat comprising a base portion with a recess configured to receive said tacky insert, comprising:

at least one of a reverse roll coater and a gravure coater for forming an upper adhesive layer on a film, the resulting film with an upper adhesive layer constituting a standard layer material for layers of said tacky insert;

a laminator for forming a top layer material of a top layer of said insert by laminating a portion of said standard layer material with a top layer release film;

a laminator and at least one of a reverse roll coater and a gravure coater for forming a base layer adhesive material of a base layer of said insert by forming a



base adhesive layer on a portion of said standard layer material and laminating said base adhesive layer with a base layer release film;

a top layer rotary die cutter for cutting out a top layer insert shape from said top layer material;

a standard layer rotary die cutter for successively cutting out a plurality of standard layer insert shapes from said standard layer material;

a base layer rotary die cutter for cutting out a base layer insert shape from said base layer material; and

a laminator for laminating said top layer insert shape, plurality of standard layer insert shapes, and said base layer insert shape together to form a tacky insert.

33. An apparatus for manufacturing a tacky insert of a floor mat, said floor mat comprising a base portion with a recess configured to receive said tacky insert, comprising:

at least one of a reverse roll coater and a gravure coater for forming an upper adhesive layer on a film, the resulting film with an upper adhesive layer constituting a standard layer material for layers of said tacky insert;

a laminator for forming a top layer material of a top layer of said insert by laminating a portion of said standard layer material with a top layer release film;

a laminator and at least one of a reverse roll coater and a gravure coater for forming a base layer adhesive material of a base layer of said insert by forming a base adhesive layer on a portion of said standard layer material and laminating said base adhesive layer with a base layer release film;

a top layer rotary die cutter for cutting out a top layer insert shape from said top layer material;

a plurality of standard layer rotary die cutters for cutting out a corresponding plurality of standard layer insert shapes from a corresponding plurality of layers of said standard layer material;

a base layer rotary die cutter for cutting out a base layer insert shape from said base layer material; and

a laminator for laminating said top layer insert shape, plurality of standard layer insert shapes, and said base layer insert shape together to form a tacky insert.

34. A base portion underlayer of a floor mat, said base portion underlayer having an area configured to receive a tacky insert, said tacky insert comprising at least one layer of a flexible material having a tacky surface and having apertures for receiving at least one nodular anti-slip component of said base portion underlayer, wherein said nodular anti-slip component is deformable to allow a sole of a person's shoe to contact said tacky surface.

35. The base portion underlayer of claim 34, wherein said nodular anti-slip component includes textural features on an upper surface thereof.

36. The base portion underlayer of claim 34, wherein said nodular anti-slip component comprises textural features formed from a relatively non-deformable material on an upper surface thereof and arranged on a deformable support portion.

37. The base portion underlayer of claim 36, wherein said nodular anti-slip component is separable from said base portion underlayer.

38. The base portion underlayer of claim 34, wherein said nodular anti-slip component includes grooves in an upper surface thereof.